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A Survey of Push and Pull Motivational Factors of Domestic Tourists Visiting Kolkata Region

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Abstract- Travel, tourist, tourism are well-recognized words in the modern societies irrespective of their locations. Tourism industry depends on tourists who in-turn depend themselves on motivation factors which are pull and push factors. Pull factors (external) are basically related to the destinations and push factors (internal) are basically related internal factors. The main focuses of this research are to find out the Pull and Push factors of Kolkata region and relationship between Push and Pull to Destination Image, Destination Image to Repeat visit, Push and Pull to Repeat visit of Kolkata region to complete the assignments, 326 questionnaires were used to collect the data from domestic tourists who visitedKolkata region at the different spots in the West Bengal. Study shows that positive relationship between Push and Pull to Destination Image as well as Repeat visit to Kolkata region. This study helps marketers and tourism planners to understand the needs of Domestic tourists who visit to Kolkata region.

Key Words

Pull and Push factors, Destination Image, Repeat visit, Kolkata region, motivation

I. Introduction:

Tourism, 'the smokeless Industry' and the invisible export industry, is most important industry in terms of job creation, income generation due to business activity. The country's development depends on transaction – the transaction is possible with business and tourism is well accepted largest industry in the World. So, tourism is no more ignorance in terms of countries' development.

West Bengal tourism is trying to develop. Kolkata, earlier Calcutta, has an important state capital as its history as well as its rich resources are most magnetic power of attraction to attract domestics tourists from various parts of the country. Kolkata is the important destination as well as gateway of numerous states of the country. Destination management is crucial to enhance tourists' satisfaction at the destination. But repeat visit is one of the most important parameter to judge the destination category. Tourists visit again and again due to satisfaction. Previously many tourism scholars studied about above-stated mater conceptually and empirically to establish fundamental facts; tourists travel due to push (internal psychological force) and pull (the external or destination related attributes) factors acts simultaneously to create particular tourists' behaviour, satisfaction, post-purchase related intention and casualty among motivation of tourists as well as to understand their satisfaction

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level. [(Yoon and Uysal 2005), ((PDF) Factors influencing repositioning of a tourism destination n.d.),(Qiao et al. 2008),(K. Kim 2008), (Lee, Jeon, and Kim 2011), ((PDF) Travel Motivation, Destination Image and Visitor Satisfaction of International Tourists After the 2008 Wenchuan Earthquake: A Structural Modelling Approach n.d.), (Pratminingsih 2014),].

The main aim of the study was to understand about travel motivation of domestic tourists visiting Kolkata region as well as examining tourism related push and pull factors and its impact for travel decision. The findings of the study helped to destination planners or marketers to take appropriate strategy for tourism development in Kolkata region.

II. Literature review:

A. Travel Motivation

Individual behaviour can be interpreted through motivation which is one of the vital driving force. Motivation contributes to answer 'why' for the purpose of understanding cause of doing something rather than other. Motivation related to tourism is defined as ' a set of attributes that cause a person to participate in a tourist activity,[(Pizam, Neumann, and Reichel 1978)] for goal achievement which leads to satisfaction[(Fodness 1994),(Event Tourism: An Examination of Motivations and Activities: Ingenta Connect n.d.),(Beerli and Martín 2004)]. It is related to psychological influences to be considered as a starting point to capture behaviour of tourist.

There are two forces; Push and Pull factors which creates inspiration for travel motivation[(Dann 1977),(Dann 1981)]. The conceptual model of Push and Pull is useful to study and interpret tourists' behaviour. The model indicates that people travel because they are pushed internally and pulled externally i.e., destination attributes at the same point of time.

Push motivation is internal desires to creates inspiration for away from home to individual for traveling [(Crompton 1979),(Uysal and Jurowski 1994)]. As per (Crompton 1979) , Seven socio-psychological motives i.e., escape, self-exploratory, relaxation, prestige, regression, kinship, enhancement and social interaction and other two motives novelty and education make Push factor. Tourists' behaviour and desire to travel are explained through above-stated push items and it is the first step as well as use full step [(Crompton 1979)]. Pull factors are related to tangible resources , perception of travellers, attractions, attributes of the destination and expectation of the features, so, all Pull items play crucial role to choose the destination and its consequence is travel [(Crompton 1979),(S. S. Kim, Lee, and Klenosky 2003)]. Pull factors are external forces which are related to natural attraction, historical, food, people, recreation facilities, image (marketed) of destination.

As per [(K. Kim 2008),(Dann 1981),(The "Pull" of Tourism Destinations: A Means-End Investigation - David B. Klenosky, 2002 n.d.)] indicate that motivation related to travel is not independent but interrelated to Pull and Push factors. Push factors help to traveller away from home for traveling and pull factors attract traveller to the specific destination simultaneously, so, promoters as well as tourism marketers try to understand about the importance of travel motivation and try to match needs of the travellers with prime attributes of a destination [(Gnoth 1997)].

B. Destination Satisfaction

Tourism is associated with different business activities as well as exporting memorable experiences. Satisfaction of tourist is 'the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfil the

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visitor's desires, expectations and needs in relation to the trip'[(Chen and Tsai 2007)],customers' expectation and actual received about destination satisfaction are evaluated and compared mentally[(J. Kim, Suh, and Hwang 2003). It is evaluated on basis of their pre-expectation about the destination and post-travel experiences at the destination [(Understanding recreational traveler's motivation, attitude and satisfaction | Emerald Insight n.d.),(McDowall 2010),(Chen and Chen 2010)]. Image of destinations are imaged through past experiences of friends, family, tourists' information or marketers' marketing related promise [(Kotler, Bowen, and Makens 2006)], actual tourists' experience are perceived when they visit, feel, see the destination [(Yoon and Uysal 2005)]. Different between perceived and expectation leads satisfaction or dissatisfaction, if difference is positive, the result is satisfaction, if result is negative, it leads to dissatisfaction.

Tourism sustainable business development needs tourists' destination satisfaction which is the most important element for tourism destination management. Earlier studies provided the result that there is relationship between tourists' satisfaction and revisit, it leads to revisit recommendation for actual customers[(Tourist Satisfaction with Mallorca, Spain, as an Off-Season Holiday Destination - Metin Kozak, Mike Rimmington, 2000 n.d.),(Tourist Satisfaction and Destination Loyalty intention: A Structural and Categorical Analysis n.d.),(Wang et al. 2009),(Supitchayangkool 2012)].

C. Re-visit

Re-visit to destination is intentional behaviour and it is defined as ' an anticipated or planned behaviour in the future' [(Fishbein & Ajzen (1975) n.d.),(Swan and Trawick 1981)]. It is the tool by which social behaviour can be predicted [(Ajzen 1991),(Fishbein, M. and Manfredo, M.J. (1992) A Theory of Behavior Change. In Manfredo, M.J., Ed., Influencing Human Behavior Theory and Applications in Recreation, Tourism, and Natural Resources Management, Sagamore Publishing Inc., Champaign, IL, 29-50. - References - Scientific Research Publishing n.d.). It is related to actual observed behaviour [(A Path Analytic Model of Visitation Intention Involving Information Sources, Socio-Psychological Motivations, and Destination Image: Journal of Travel & Tourism Marketing: Vol 8, No 3 n.d.), behaviour follows to settle intention[(Ajzen 1985). Re-visit to destination is tourists' judgement in tourism and recreation sectors. Destination is a special kind of tourism product which consists natural resources, cultures or artificial [(K. Kim 2008)], tourists' intention to revisit a destination within country is natural if it is related to culture. Return intention as well as revisit is loyalty of the destination. Repeat visit makes a destination benefit to generate revenue, employment and reduce marketing and operation [(The relationship between customer loyalty and customer satisfaction | Emerald Insight n.d.),(Exploration Versus Acquisition: A Comparison of First-Time and Repeat Visitors - Anita L. S. Lau, Bob McKercher, 2004 n.d.), (customer satisfaction trust and commitment - Google Search n.d.), so marketers may focus about intention to revisit to destination which is most vital issue for destination development..

D. Hypotheses and its model

Conceptual and empirical research about destination satisfaction on image as well as loyalty, repeat visit and casual relationship among motivation, satisfaction (destination) and repeat visit proved that there is relationship directly or indirectly. The casual relationship among variables was adopted earlier scholars as hypothesized of their study [(Yoon and Uysal 2005), ((PDF) Factors influencing repositioning of a tourism destination n.d.),

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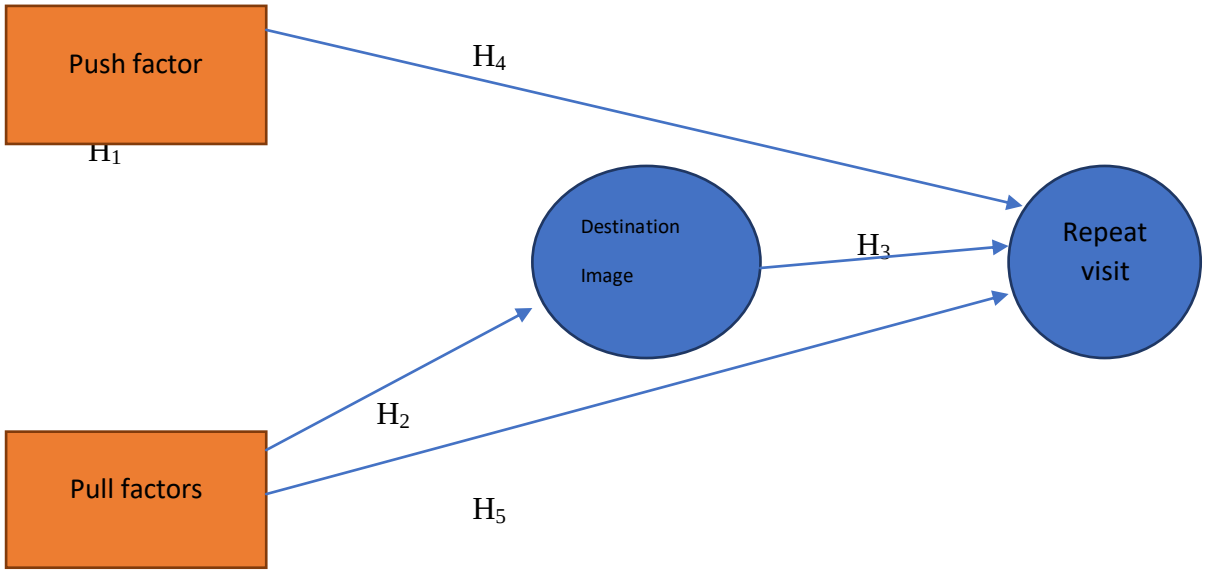
(Qiao et al. 2008),(K. Kim 2008),(Lee, Jeon, and Kim 2011),((PDF) Travel Motivation, Destination Image and Visitor Satisfaction of International Tourists After the 2008 Wenchuan Earthquake: A Structural Modelling Approach n.d.), (Pratminingsih 2014)].

Fig-1, Proposed Hypothetical model



* H_1: Push factor is directly related to Destination image.

*H_2: Pull factor is directly related to Destination image.

*H_3: Repeat visit depends on Destination image.

*H_4: Push factor directly affects tourists' repeat visit to Kolkata region.

*H_5: Pull factor directly affects tourists' repeat visit to Kolkata region.

III Methodology:

A. Data collection and to form questionnaire

Survey data was collected through quantitative data collection method and measure of questionnaire was 5 points Likert scale with ranging 5-1, 5 indicates 'strongly agree' and 1 indicates 'strongly disagree'.

The target population of this study is domestic tourists of India who travelled to Kolkata region during the survey period October and November 2019. Respondents of this were requested personally at Belur Math, Dhakhineswar Temple, Indian Museum, The Victoria Memorial Hall, Nicco Park, Eco-Park, Birla Planetarium, Birla Mandir, Rabindra Sadan, Alipur Zoological Garden, Park street etc.to take part survey scheduled.

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To validate the questionnaire, the pilot study was conducted with N=30. After minor modification of the questions in the questionnaire, total 326 good quantity responses were received within two months periods and collected data were analysed for result.

B. Data Analysis

The collected data were analysed through SPSS (StatisticalPackage for the social sciences) statistical software version 19.0. EFA (Exploratory factor analysis) was used for factor loading purpose. Reliability Test and EFA were used to identity and interrelationship among selected research variables for the purposes of reliability and validity. Multiple regression and path analysis were used for exploring the relationship among selected variables and conclusion the proposed hypotheses.

C. Factor analysis and Reliability

Table-1 Factor Analysis of Push factor and reliability coefficient of push items

Push variables	Factor Loadings	Cronbach's Alpha
Push Factor		.980
To escape from mundane /peace	.968	
To meet local community	.983	
To fulfil dream to visit Kolkata region	.982	
To learn new and interesting for life	.965	

KMO= .852

Sig. .000

Table-2 Factor Analysis of Pull factor and reliability coefficient of Pull items

Pull variables	Factor Loadings	Cronbach's Alpha
Pull Factor		.983
Festival/event	.961	
Historical/cultural/art, and religious attraction	.973	
Variety of food	.973	
Safe and easy access destination	.974	
Accommodation and recreation facilities	.968	

KMO= .851

Sig. .000

Exploratory factor analyses (EFA) was conducted to understand the relationship among push items with Kaiser- Meyer-Olkin and Bartlett's test of sphericity, and Varimax of four independent variables. KMO= .852 and .851 (table 1 and 2) indicate sampling adequacy, which is greater than minimum value of KMO= .60 for factor analysis [(Using

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Multivariate Statistics, 4th Edition n.d.)]. The result of The Bartlett's test of sphericity was significant (Sig. = .000), .000 (table 1 &2) which indicate that there is correlation between variables. The Cronbach's alpha value is .980,.983 (table 1 & 2) which indicate that there is internal consistency between factor, as per Pallant (2007), if the alpha value of the Cronbach's coefficient is more than .60 is acceptable but more acceptable value is more than .70 [(Pallant 2007).

Table-3 Factor Analysis of Destination Image and reliability coefficient of Destination image items

Destination Image variables	Factor Loadings	Cronbach's Alpha
Destination Image factor		.980
Local food is very good	.982	
Behaviour of local people is friendly	.967	
Safety and security are good	.976	
Expenses related to visit and accommodation in Kolkata is affordable	.945	
Satisfied with culture, art, history	.983	
Value for money	.939	

KMO=.885

Sig..000

Table-4 Factor Analysis of Repeat visit and reliability coefficient of Repeat visit items

Repeat visit variables	Factor Loadings	Cronbach's Alpha
Repeat visit factor		.978
Return to Kolkata is my dream	.940	
More tourist product and service are needed	.971	
Before visit to Kolkata, I will contact people whom I know	.981	
First choice will be Kolkata, when I will travel	.989	

KMO=.828

Sig. .000

Similarly, the factor loadings of Destination Image and repeat visit ranged from .939 to .989 (Table No- 3 and Table No 4) and the Cronbach's coefficient alpha values were .980 and .978 (Table No- 3 and 4).

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Table-5 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	183	56.1	56.1	56.1
	Female	143	43.9	43.9	100.0
	Total	326	100.0	100.0	

Table-6 Tourist's age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	32	9.8	9.8	9.8
	26-33	88	27.0	27.0	36.8
	34-41	95	29.1	29.1	66.0
	42-49	37	11.3	11.3	77.3
	50-60	39	12.0	12.0	89.3
	>60	35	10.7	10.7	100.0
	Total	326	100.0	100.0	

Table-7 Relationship status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	198	60.7	60.7	60.7
	married	128	39.3	39.3	100.0
	Total	326	100.0	100.0	

Table-8 Numberof visit to Kolkata

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	224	68.7	68.7	68.7
	2	52	16.0	16.0	84.7
	3	37	11.3	11.3	96.0
	>4	13	4.0	4.0	100.0
	Total	326	100.0	100.0	

Table-9 Mode of travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	self-organised	258	79.1	79.1	79.1
	By travel agency	68	20.9	20.9	100.0
	Total	326	100.0	100.0	

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Table- 10, Length of stay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-4	134	41.1	41.1	41.1
	5-8	102	31.3	31.3	72.4
	>9	90	27.6	27.6	100.0
	Total	326	100.0	100.0	

Table 5- 10 indicates profile of survey sample.

Factors affect Destination Image and repeat visit:

For finding the relationship among variables, Pearson's Correlation Analysis and Linear Regression Analysis were used.

Table No-11 (Correlation between variables)

	RV	1	2	3
1. PULL	.952**			
2.PUSH	.976**	.984**		
3. D. I	.939**	.983**	.975**	

**. Correlation is significant at the 0.01 level (2-tailed).

Table No. 11 indicates that there was positive relationship between PUSH and PULL variables which were independent variables. There was also relationship between destination Image (Independent variables) and repeat visit variables. It also indicates that visitors had Push and Pull strong motivation for visiting destination in future.

* H_1: Push factor is directly related to Destination image.

*H_2: Pull factor is directly related to Destination image.

As per result, Push and Pull variables were significantly positive relationship to destination image (Push, r = .975, p<.01), Pull, r = .983, p <.01). The regression co-efficient of push in context of RV was; Beta = 1.277, p= .000, and regression co-efficient of Pull in relation of RV was; Beta=.141, p= .093. This reveals that Push and Pull variables had positive effects on Destination Image at 99% confidence level. R^2 =.968 means that Push and Pull variables variated of Destination Image at 96.8%.

*H_3: Repeat visit depends on Destination image.

Positive correlation between Destination Image (Independent Variables) and Repeat visit (dependent variables) was significant with r = .939, p< .01, Beta = .167, p= .003indicate

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that strong influence of Destination Image on repeat visit at 99% confidence level. R^2 =.883 means 88.3% variation of repeat visit intention could be explained by destination image.

*H_4: Push factor directly affects tourists' repeat visit to Kolkata region.

*H_5: Pull factor directly affects tourists' repeat visit to Kolkata region.

The output of the data reveals that the independent variables (Push and Pull) and dependent variables (Repeat visit) were related with r = .976, p <.01, r = .952, p < .01 respectively. Repeat visit is directly related by Push and Pull factors, Beta = 1.277, p=.003, Beta = .141, p =.003 in the very at the 99% confidence level. The R^2 = .955, indicates PUSH and PULL can be examined at 95.5% variation of repeat visit to Kolkata.

Table No. 12, Direct casual effects

Variables	Direct	LL	UL
PUSH	1.277	1.153	1.382
PULL	.141	.273	.018
DI	.167	.296	.068

Sig.2 (tailed)

Push (.003), Pull (.003), DI (.003)

Table 12, the results of bootstrapping method of survey data, shows significance of mediation or indirect effect, as per (Preacher and Hayes 2008) is negative between DI and Pull factors as per (Preacher and Hayes 2008), if '0' lies in between LL (Lower boundary) and UP (Upper Boundary) at 95% confidence level. But Push factor has indirect effects on RV through DI at 95% confidence level as per (Preacher and Hayes 2004). So, the study was proved strongly positive relation

As per table 12 indicates that Push had stronger effect on repeat visit to Kolkata region as Beta = 1.277 followed by Pull, Beta = .141.

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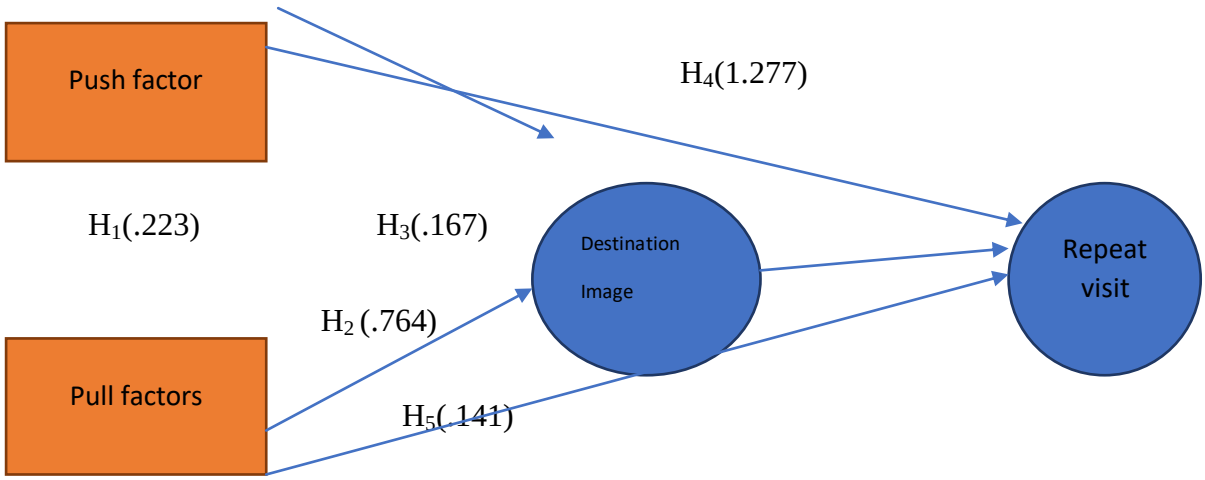
Path Diagram:



Path coefficient – the structural equation- hypothesis testing

IV. Discussion:

The result of the study shows positive relationship among variables. The proposed conceptual model explains about positive causes and also predict about the repeat visit to Kolkata region. The statistics of the study reveals that push and pull had strong effects on tourists' behaviour to visit again to the Kolkata region. The statistics of the study was supported the earlier research findings [(Qiao et al. 2008),(K. Kim 2008),(Lee, Jeon, and Kim 2011),((PDF) Travel Motivation, Destination Image and Visitor Satisfaction of International Tourists After the 2008 Wenchuan Earthquake: A Structural Modelling Approach n.d.),(Pratminingsih 2014)].

Table No -13, Research Hypotheses

Hypotheses	Beta	Sig.	Result
H_1: Push → DI	**.223**	**.003**	**Accepted**
H_2: Pull → DI	**.764**	**.003**	**Accepted**
H_3: DI → RV	**.167**	**.006**	**Accepted**
H_4: Push → RV	**1.277**	**.003**	**Accepted**
H_5: Pull → RV	**.141**	**.061**	**Accepted**

Recommendation for Kolkata region for tourism:

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The findings of the study help markers and promoters of tourism in Kolkata to understand needs of tourist. It proposed constructive and useful recommendation for tourism stakeholders in Kolkata region.

The study explores the relationship among PUSH, PULL, DESINATION IMAGE AND REPEAT VISIT of Kolkata region. To increase positive awareness of destination image, it is required to pay attention both push (intrinsic) and pull (extrinsic) reason about their causes of travel, needs and expectation about the trip to Kolkata region. In modern time, the uses of marketing are very useful to create interest among prospecting visitors, so, promoters and marketers may construct efficient marketing strategy. They should use promotional activities i.e., Advertisement, interesting programme to convert needs to demand among prospecting visitors to Kolkata region. Tourism Website, effective social medias have influencing factors for travel intention to the destination i.e., 'the city of joy'.

Tourism companies in government agencies pay attention to diversify tourism product in Kolkata region for more tourists' traffic as diversified tourism products also have magnetic power to create positive travel intention. Through diversification of product, satisfaction level of visiting tourist also important factor for publicity which is more effective (positively/negative) than any other promotional activities. Tourism is basically service oriented industry, so, skilled manpower is also an asset of any company, through skilled manpower, dissatisfied visitors may be converted into satisfied visitors, and impact of this will be long lasting.

'Quality is better than quantity', is it applicable in tourism industry basically in Kolkata region? There are various views in this regard, but in tourism, both are important, quality infrastructure including behaviour of local people to tourists, quality of tourists' attraction. Accommodation, festival, events etc. may increase numbers of tourists. Common tourists' perception is that tourism destinations have common cheating behaviour by the service providers. So, it is required to minimize or eliminate as much as possible to keep destination' image.

Lastly but not least, government, government agencies may have crucial role to develop tourism industry as safety, security, public sanitation, hygiene and law and order are controlled by government. So, tourists' supports may also important motivation factors. Tourism related policies may be implemented toto.

Conclusion:

The study explores the push and pull items as well as finding relationships among push, pull, destination image, repeat visits. Objectives, hypotheses, conceptual frame work were based on previous western scholars in different part of the globe. Collected data were analysed and revealed that proposed hypotheses and conceptual framework of the study were accepted and objectives of the study have been obtained. Push and pull were directly related to destination image, destination image is important motivator factors for re-visit to Kolkata region. So, it is required to understand about push and pull factors of tourism, which is creating demand continuously, tourism business organization may not ignore about push pull motivation factors of tourism as it is related to demand. The output of the study helps marketers, business organisers, planners to make appropriate strategy for tourism development.

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